



THE
sales
EXPERTS



CASE STUDY

HOW WE SOURCED
A LEADING SALES EXECUTIVE
IN 5 WEEKS



CLIENT

Lindum Packaging

SPECIALISATION

Packaging

SUMMARY

Our client was searching for an outstanding individual located in the Grimsby area of Northeast England. We completed search in 5 weeks.





CLIENT BACKGROUND

Lindum Packaging, based in Grimsby, is a well-established company providing eco-friendly practices in the packaging industry, aiming to minimize waste, promote recycling, and inspire others to embrace responsible consumption. With a strong focus on reducing waste and promoting environmentally friendly practices, Lindum Packaging works closely with clients in the consumer products, food, manufacturing, and logistics sectors to optimise their packaging needs.

KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 1 SENIOR RECRUITER
- 4 TALENT ACQUISITION MANAGERS

142

TIMEFRAME

5 WEEKS

REQUIRED ROLES

1 Business Development Executive, with a new business focus and a deep understanding of the packaging industry, who could identify opportunities to expand their market reach while promoting sustainable packaging solutions. The target market for Lindum Packaging includes large-scale manufacturers, retailers, and distributors across the UK.

RECRUITMENT STRATEGY

Recruiting top sales talent in a smaller community presents unique challenges due to a limited pool of candidates, making it harder to find individuals with the right combination of skills, experience, and drive. In such markets, the talent is often already employed or not actively seeking new opportunities, requiring recruiters to adopt a more proactive approach.

We developed a focused approach to identify professionals based in the UK with proven sales experience in the packaging industry. These individuals needed to demonstrate success in business development and new business sales growth, which is central to Lindum Packaging's ethos.

Our recruitment strategy was centered on targeting candidates who aligned with Lindum's values and mission of promoting sustainable packaging. We conducted comprehensive research, reached out to qualified candidates, and emphasized the unique opportunity at Lindum to be at the forefront of driving sustainability in the packaging sector.

Thanks to Lindum Packaging's straightforward interview process, which included two interview stages, we were able to finalise the search for the ideal candidate in just 5 weeks.

RESULTS



- **Cold Screening of Candidate Profiles
- Agency Side Interviews Conducted
- Candidates Presented
- Client-side Interviews Conducted

*** Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

Our strategic approach to sourcing a top Sales Executive for Lindum Packaging successfully aligned with their mission to provide sustainable packaging solutions. Despite challenges in finding a candidate with both sales expertise and a passion for new business, our thorough evaluation process allowed us to deliver the ideal leader to drive their growth and sustainability initiatives.



CLIENT'S REVIEW

*Very good communication. Fast.
Good selection of candidates.*

**ARRIO WADE,
MARKETING MANAGER
AT LINDUM PACKAGING**

